

Information, Education and Communication (IEC)

National Science Day Celebration

A speech-cum-discussion was organised at the Centre on 28 February 2005 on Environment factors affecting mosquito borne diseases. The speaker was Dr. R.K. Suri, Deputy Director, Ministry of Environment and Forests, New Delhi. All scientists, technical officers and research fellows attended and participated actively in the lecture/discussion.



Preparation of Exhibition

An exhibition consisting of 10 panels highlighting the major research activities of Malaria Research Centre was designed and prepared using computer softwares. These exhibits were later displayed at ICMR (HQs) during the visit of Hon'ble Health Minister to ICMR. The scientific informations received from some other institutes of ICMR were also made into exhibition display panels. Basic details of ICMR



(HQs), like numbers of institutes/centres functions, budget, achievements, logo, etc. were also designed and converted into exhibition panels for display.

Exhibition in Vigyan Rail

Associated and collaborated with ICMR in preparation and display of exhibition on ICMR's major achievements through its esteemed institutes/centres. The train also displayed the exhibition of other scientific departments. It later moved to all the major towns of India and stopped at these towns for 4-5 days to enable school children and general public to see the exhibition.



Exhibition, Live Demonstration and Malaria Clinic in Indian Science Congress

MRC associated with ICMR in organising the biggest ever exhibition of ICMR and its institutes on the occasion of Annual Indian Science Congress presided by Prof. N.K. Ganguly, Director General, ICMR, and held at Ahmedabad, Gujarat from 1 to 5 January 2005. In addition to the exhibition panels depicting the major activities and achievements of the Centre, MRC, along with the collaboration of its Nadiad field unit organised its services like, on the spot malaria detection and treatment. MRC also displayed live demonstration of two larvivorous fishes which turned out to be centre of attraction to local people and students. Other live exhibits included all stages of mosquito life-cycle (eggs, larvae, pupae



and adults of vector species of *Anopheles*, *Culex* and *Aedes*). Instruction to prevent mosquito breeding in domestic and peridomestic habitats was imparted and pamphlets/handouts were distributed. Video films on prevention and control, and remedial measures of mosquito borne diseases were displayed continuously. Several thousand people including students attended the exhibition-cum-live demonstration and viewed the video films on health and expressed their curiousness and satisfaction. There was an earnest demand from the Hon'ble Chief Minister of Gujarat to extend the show for few more days.

Health Education Camp

A health camp on mosquito borne diseases, their prevention and control, self protection and creation of general awareness was organised at Kendriya Vidhyalaya, Dwarka, New Delhi in March 2005. School children were briefed about the life-cycle of mosquito and parasite, prevention of mosquito breeding in and around houses, self protection from mosquitoes, first-aid during onset of high fever, blood



examination and treatment etc. Exhibition, video-films and live exhibits were displayed and explained. Brochures and handouts were distributed and questions raised by the visitors were answered. Few books and charts were donated by MRC to the school library.

Hindi Exhibits

On the occasion of celebration of "Hindi Diwas Saptah" panels on MRC's activities were displayed in Hindi language. These were designed and prepared at the Centre.

Still Photography

To cover the scientific research activities of the Centre, still photography of the ongoing research work of all the laboratories including parasite bank, insectories, infected blood meal to vectors, bio-chemistry, genetics, immunology etc. was highlighted in the photographs.

Documentary Videos

- (i) Researching, scripting, story-board and some field shooting of a documentary on the role of Olyset nets in controlling mosquito borne diseases has been undertaken in collaboration with Dr. M.A. Ansari. The evaluation of this product is being undertaken in some villages of Ghaziabad. Evaluation aspects would be shot in night and effectiveness of this product would be assessed and highlighted in this documentary film.
- (ii) Visited Betul, Madhya Pradesh in March along with a team from National Vector Borne Disease Control Programme to facilitate filming of two videos on larvivorous fish and bednets.